

Last year, Merk-Medco cited a report that projected that by 2005, DTC advertising expenditure will reach seven billion dollars annually.

This increased spending correlates with increased prices of prescription drugs. Like any other commodity, greater product recognition leads to increased demand, and higher prices.

Large-scale advertising may also lead consumers to demand drugs that may not be medically necessary or appropriate for the patient's condition. According to the National Institute for Health Care Management, 86% of patients who request a prescription for Claritin from their doctor receive one.

Doctors often find that patients are difficult to dissuade when they have heard the promises of a new drug. Physicians who acquiesce, however, can put their patients' health at risk. Before the FDA had published clinical trial results of the arthritis drug Celebrex, physicians had prescribed \$1 billion worth of the drug in response to patient demands. The doctors had done this without realizing that Celebrex contains an ingredient to which many patients are allergic. In another example, between its release in October of 1999, and the summer of 2000, 22 patients taking the flu drug Relenza had died. The FDA later determined that in the majority of these cases, the drug should never have been prescribed.

Physicians are beginning to recognize dangers of DTC as well. This month, the American Medical Association in their annual convention decided to ask the FDA to require pharmaceutical companies to include a disclaimer in all ads that physicians may suggest other alternative, medically appropriate treatments.

In addition to health dangers, physician's responses to pressure from "informed" patients can have economic consequences. According to the Blue Cross and Blue Shield Association, a one year dosage of the arthritis medicine Celebrex costs \$900, while the same dosage of ibuprofen, which may be adequate to treat many patients' pain, costs only \$24.

Just yesterday, the Wall Street Journal raised concerns about the power of DTC advertising. Due to an intensive new campaign by the Genzyme corporation, many dialysis patients who used to use the over-the-counter medication Tums as a calcium supplement are switching to Renagel, a prescription medication that costs up to \$12 a day.

DTC advertisements may also prevent patients from requesting, and physicians from prescribing generic brand drugs. According to a Merk-Medco 2000 study, increasing a health care plan's dispensing rate of generic drugs by 1% can reduce drug spending by 12%.

Although prescription drug advertisements are purportedly intended to educate consumers, a University of California study determined that drug companies frequently fall short of this goal. In a survey of 320 print ads, only 9% included information on the drug's success rate, and the same number attempted to clarify misconceptions about the condition the drug is prescribed to treat. Clearly, something must be done to make these ads more honest.

According to a May 2000 Business Week article, some drug companies claim that the increased advertising can alert hospital physicians to new medications that may reduce a patient's length of stay, and thus reduce overall costs. However, most of the money spent on DTC drug advertisements goes to heart-

burn, allergy medications, and vanity drugs like those that prevent hair loss. These advertisements promote consumers to seek expensive treatment for conditions that they might not have felt the need for treatment in the past.

This bill I am introducing today would decrease the economic incentives for DTC advertising by taking away the tax deduction for ads that are not fairly balanced. Why should taxpayer funds go to drug companies' questionable advertising techniques that endanger lives and ultimately raise overall health expenditures? By denying tax deductions for unbalanced prescription drug ads, we may be able to change pharmaceutical company behavior to ensure that their advertising includes clear, life saving information that will better inform the American public, reduce health care costs, and save lives. I urge my colleagues to join me in support of this legislation, and look forward to working with them to make fair, balanced drug advertising a reality.

#### IN HONOR OF "THE HOMECOMING"

#### HON. JAY INSLEE

OF WASHINGTON

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 27, 2001*

Mr. INSLEE. Mr. Speaker, I would like to take this opportunity to recognize and commemorate the dedication of a great Navy Memorial Statue in my congressional district. "The Homecoming" will be dedicated on July 4, 2001, in Kirkland, Washington. This bronze statue is the third of its kind in the nation and will be dedicated "for those families that also served,"—the families that kept the home fires burning while their loved ones fought for their country. We often overlook these unsung "veterans" of the battles the United States has fought and this sculpture dramatically calls attention to the families' sacrifices. I cannot help but feel indebted to those who have paid a great individual expense to preserve and strengthen the freedom that we enjoy, and future generations will cherish.

The statue is a 7-foot high, 36-inch platform bronze depiction of a returning serviceman embracing his wife and child. It will be installed at Marina Park near the water's edge of Lake Washington at a ceremony on the 4th of July.

Kirkland resident Edward L. Kilwein, Sr. is on the Board of Directors of the US Navy Memorial Foundation and, along with the Lake Washington Navy League, spearheaded the push to have "The Homecoming" permanently grace the City of Kirkland. Kirkland Mayor Larry Springer, along with a unanimous motion from the Kirkland City Council, assured the expansion of Kirkland's first-class public art inventory that honors the men and women of the US Armed Services and their families.

I ask my colleagues in the 107th Congress to please join me in commemorating the dedication of "The Homecoming."

CONGRATULATING THE PEPSI GIANTS, 2001 GUAM MAJOR LEAGUE BASEBALL CHAMPIONS, AND MVP BENJIE PANGELINAN

#### HON. ROBERT A. UNDERWOOD

OF GUAM

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 27, 2001*

Mr. UNDERWOOD. Mr. Speaker, I would like to take this opportunity to congratulate the Pepsi Giants for having recently won the Guam Major League Baseball's championship. Having swept the University of Guam Tritons in four of the best-of-seven series, the Giants became only the fourth team in GML history to win back-to-back championships.

Although they lost the season opener to the Continental Golden Jets, this past season proved to be truly amazing for the Giants. The team went on to win all 15 of their regular season games and later swept the GML's National League division best-of-five series enroute to finishing the season with a 22-game winning streak.

More impressive, however, was the record set by Benjie Pangelinan, this year's series Most Valuable Player (MVP). Scoring 11 runs, 6 RBI's, and 15 hits—including 11 singles, two doubles, one triple, and a homer, this Giant's catcher/right fielder did enough to merit the coveted award. His second year in a row as MVP, Benjie finished the series 15-for-18 for an .833 batting average. A feat that will go down in GML history, Benjie's batting average broke the series record of .556 set in 1993 by Fernando Diaz.

Always a team player, Benjie claims to have derived more satisfaction from the fact that his team won the championship. He recognizes that this is a feat that was not singlehandedly accomplished. Despite his superior performance, he still credits all of his team members for the victory. He notes that although the Giants have lost formidable players in the past, a new crop of athletes has emerged to fill in the void. In addition, he credited the team's family members for their sacrifices and support in giving the players the chance to be out on the field and have such a wonderful season. Benjie is married to Nicole Oulette Pangelinan and they have a three-year-old child, Kianna.

Regional and local competitions such as the Guam Major League baseball games provide entertainment, promote community relations and prepare our athletes for higher levels of competition. Once again, I would like to commend and congratulate the Pepsi Giants and especially the series MVP, Benjie Pangelinan, for their superb performance and efforts which resulted in this year's championship. I am sure that they will stay committed to their winning ways in the years to come.

A BILL TO MAKE PERMANENT THE AUTHORITY TO REDACT FINANCIAL DISCLOSURE STATEMENTS OF JUDICIAL EMPLOYEES AND JUDICIAL OFFICERS

#### HON. HOWARD COBLE

OF NORTH CAROLINA

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 27, 2001*

Mr. COBLE. Mr. Speaker, along with the Ranking Member of the Subcommittee on